DOCUMENT RESUME

ED 145 840 IR 005 290

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TITLE Information and Referral Service for the Residents of Maryland's Eastern Shore. Interim Report.
INSTITUTION Maryland State Dept. of Education, Baltimore. Div. of Library Development and Services.
SPONS AGENCY Office of Education (DHEW), Washington, D.C.
BUREAU NO 475AH50119
PUB DATE Mar 77
GRANT G007500660
NOTE 47p.; Best copy available

EDRS PRICE MF-$0.83 HC-$2.06 Plus Postage.
DESCRIPTORS *Community Cooperation; *Community Information Services; Information Centers; Interagency Cooperation; *Library Education; *Library Reference Services; Public Libraries; Referral; *Rural Areas; Rural Population
IDENTIFIERS Maryland (East)

ABSTRACT

The purpose of this project was to provide an information and referral service for the residents of a three county rural area via the public libraries. The need for this service has been documented by studies done by public libraries and state agencies in Maryland. Project staff have been trained to develop community information file directories with subject indexes. Library staff as well as the project staff have received training in the use of the file directories and in communication skills necessary for an information and referral service. The service has made the public libraries the centers for community information and has increased cooperation between agencies and organizations in the counties. The information and referral service has been more successful in two of the libraries because of necessary commitment to the project by library administrators, library staff, and library trustees. (Author/JAB)

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INFORMATION AND REFERRAL SERVICES FOR THE RESIDENTS OF MARYLAND'S EASTERN SHORE

Mary Landry Eidleman

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ABSTRACT

TITLE: Information and Referral Service for the Residents of Maryland's Eastern Shore

PRINCIPAL INVESTIGATOR: Mary Landry Eidleman

CONTRACTING AGENCY: Maryland State Department of Education
Division of Library Development and Services

DURATION OF PROJECT: October 1, 1975 to September 30, 1976

The purpose of this project is to provide an information and referral service for the residents of a three county rural area on Maryland's Eastern Shore via the public libraries in those counties. The need for this service has been documented by studies done both by Maryland public libraries and by state agencies in Maryland. Project staff have been trained to develop and maintain community information file directories with subject indexes. Public library staff as well as the project staff have received training in the use of the file directories and in the communication skills necessary to provide information and referral service to the residents of this rural area. They have publicized the service through a variety of techniques. The development of the information and referral service has made the public libraries the centers for community information in their counties. It has increased cooperation between the agencies and organizations in these counties as they become aware of unmet needs. The public library staffs now have a greater knowledge of their counties. The information and referral service has been considerably more successful and better integrated in two of the public libraries than in the third, because in those two libraries, it received the necessary commitment from the library administrators, the library staff, and the library trustees.

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Interim Report

Project Number: 475AH50119
Grant Number: G007500560

INFORMATION AND REFERRAL SERVICE FOR RESIDENTS OF MARYLAND'S EASTERN SHORE

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Division of Library Development and Services
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March, 1977

The activity which is the subject of this report was supported in whole or in part by the U.S. Office of Education, Department of Health, Education, and Welfare. However, the opinions expressed herein do not necessarily reflect the position or policy of the U.S. Office of Education, and no official endorsement by the U.S. Office of Education should be inferred.

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Information and Referral Service is a process through which a person needing information or a service is linked with the agency or organization which can provide the information or service. It is not counseling; it is not crisis information.

The Information and Referral Service for the Residents of Maryland's Eastern Shore has been developed to provide access to the complete cultural, educational, and recreational information for the citizens of Dorchester, Wicomico and Worcester counties. Poverty, unemployment and the need for Adult Basic Education are considerable in these three counties. Each county has an active professional service community. The newness and quality of the library facilities in each county indicates community support of library services.

Dorchester County is the largest Eastern Shore county with 580 square miles of land area, 40.4% of which is farmland. It is experiencing the least growth of the three counties. Wicomico County is the industrial center of the Eastern Shore, but 37.9% of its land area is in farmland. Salisbury, in Wicomico County, was one of the first communities along the Atlantic Coast to support Atlantic seaboard offshore oil exploration and development. It is experiencing considerable growth. Worcester County has 47.5% of its land area in farmland and has grown considerably because of the tourist boom in Ocean City.

The Dorchester County Public Library accepted the responsibility for administering the project; thus, the Project Coordinator and the Secretary work out of that library's headquarters as does the Community Aide for that county. For the purposes of fiscal management, all project staff are considered employees of Dorchester County. The Project Coordinator supervises the Community Aides in all

matters regarding the development of the Information and Referral Service; the Library Administrators for the three counties supervise the Community Aides as library employees in all other matters. All of the Administrators agreed to the organizational pattern used for the project. Two of the Administrators remained comfortable with the organization, but one, later, objected to the arrangement.

During this year, the project has fulfilled its objectives and met its schedule with minor delays, accomplishing in one year work that would have been more comfortably handled in two years. The Information and Referral Service has been extremely successful in two of the counties.

PROJECT STAFF

Requirements for the project staff were developed with a realistic assessment of the dearth of Master's Degree librarians on the Eastern Shore. The project application specified that the Project Coordinator must have a Master's Degree in library service, some experience in community outreach service, and--if possible--residency in one of the three counties served by the project. Specifications for the Community Aides included residency in the counties in which they were to work, active involvement in a community organization, or employment by an agency serving the site area, and an awareness of some of their county's resources and needs. All project staff met these requirements.

Ms. Susan Steele was able to join the project as Project Coordinator. A native of Wicomico County and a resident of Dorchester County, Ms. Steele has an MLS. Her professional career has been spent with Prince George's County Memorial Library where she has held a variety of positions in the branches and on the bookmobile, including the position of Head of the Division of the Visually and Physically Handicapped. She has assisted in the training of volunteers for both the Division of Vocational Rehabilitation, Maryland State Department of Education, and the Maryland

Cooperative Extension Service. Before she received her MLS, she worked with both the Wicomico Free Library and the Eastern Shore Area Library. She has been responsible for training and supervising the Secretary and the Community Aides in each of the counties; attending the Interagency Council meetings; maintaining communication about the project with the Library Administrators; evaluating the job performance of the aides; developing the forms used for the file directories; reviewing the interview sheets submitted by the aides; and assigning subject headings for the file directories.

The tight job market proved beneficial to the project. Advertisements for the positions of Community Aides and the secretarial position resulted in an extraordinary number of qualified applicants. One hundred and twenty-nine people applied for those four positions. Of those, 43 were interviewed by the Project Coordinator and the State Consultant; two of the Administrators participated in the interviews for their counties. The Administrators of the Worcester County Library preferred not to be involved in the interviewing for the Community Aide; instead, she elected to select one of the top three candidates chosen from the interviewing sessions by the Project Coordinator and the State Consultant. After careful consideration, the remaining members of the project staff were hired. All natives of the Eastern Shore, they provide a good cross section of the population.

Octavene Saunders, a native of Dorchester County and the Community Aide for that county, has worked most recently as a nutrition aide for the Cooperative Extension Service in that county. Her community commitments include membership on the Board of Directors for the Dorchester County Department of Social Services, the Board of Directors for the Title II Nutrition Program, the Human Resources Commission of Dorchester County, and the Dorchester County Planning Commission.

The Community Aide for Wicomico County, Ms. Mary Virginia Young, is also a native of that county. She has worked as a census enumerator in that county and as a Headstart teacher for Shore-Up, Inc. Her community activities have included volunteer work with the Girl Scouts and the Wicomico County Nursing Home, as well as working as a translator for the Vietnamese Refugee Committee.

John Evans, the Community Aide for Worcester County, is a resident of that county and a native of neighboring Somerset County. He has worked as a substitute teacher in Worcester County High Schools and has taught high school in Dorchester County. He has also worked as an agent for Home Beneficial Life Insurance. His primary community involvement has been with churches, where he has worked with students and served as the pianist for church services.

Everyone interviewed was told that the project had one year to succeed and that success was dependent on the personnel selected. Any Community Aide evaluated unsatisfactorily and determined detrimental to the project would be terminated immediately. The letter the staff members received offering them the positions also stated this. The Project Coordinator and the Library Administrators have evaluated the Community Aides regularly. No one has been terminated.

An encouraging sidelight of the interviews was that several applicants felt the Information and Referral Service was so necessary that they volunteered their assistance even if they did not get the position.

The Information and Referral Services hired two new staff members during the year. Ms. Judy White joined the project as Community Aide for Wicomico County in July to replace Ms. Mary Virginia Young, who resigned shortly before her daughter's birth. Judy White had previously worked with the Commission on Aging before joining

the staff. Her knowledge of the county and her working relationship with the agencies and organizations in it are invaluable to the Information and Referral Services in the Wicomico County Library. Ms. Bonnie Wingo replaced Pam Melton as the secretary for the project when Pam's husband was transferred, by his company, to Delaware.

TRAINING OF PROJECT STAFF

LIBRARY SERVICES

None of the Community Aides had ever had previous experience working in a library. The Library Administrators, the Project Coordinators, and the State Consultant agreed that the Aides must fully understand the function of the library in order to integrate the Information and Referral Services into the libraries' services as a whole. They also realized that the Aides would have to function competently in reference and readers' advisory services, since these would be included in their public service duties. To meet this need, training was given in these areas as well as the training in Information and Referral Services indicated in the project application.

The State Consultant and the Project Coordinator conducted a workshop on adult readers' advisory services. Each Community Aide had to read ten books from booklists given to them. They introduced those books to members of the group after they had heard the State Consultant and the Project Coordinator introduce approximately 60 titles.

Ms. Beth Wescott conducted the workshop on children's services. She has been the Assistant to the Coordinator of Children's Services at Baltimore County Public Library, an Instructor of children's literature at Towson State University, and a children's

librarian with Baltimore County Public Library. The Aides were required to read several children's books for this workshop and children's materials were discussed. The major emphasis of the workshop was the different approach needed to serve children.

The Community Aides also attended a three day workshop on reference techniques held by the Eastern Shore Regional Library.

Additionally, the Community Aides spent the first month working on the reference and circulation desks to learn the procedures of the libraries and to integrate themselves with the library staffs. The Library Administrators, the Project Coordinator, and the State Consultant felt this was essential to eliminate the potential division between the project staff and the full-time staff. The full-time library staffs had to feel confident about the competency of the project staff in order to respect their competency in the development of the Information and Referral Service. Without this integration between the project staff and the full-time staff, the project would have had little chance of success. The Wicomico County Free Library staff was very cooperative in devoting time, energy and consideration to the on-the-job training of the Wicomico County Community Aide. The Dorchester County Public Library staff extended themselves considerably in the on-the-job training for both the Dorchester County Community Aide and the Worcester County Community Aide. Delay in construction of the library headquarters building in Worcester County necessitated that the Worcester County Community Aide's training take place in Dorchester County.

TRAINING OF THE PROJECT STAFF IN INFORMATION AND REFERRAL

The training for information and referral services included five workshops: 1) an overview of information and referral services as delivered through a public library; 2) techniques for interviewing agencies and organizations to be included in the file directory; 3) communication skills; 4) use of the file directory; 5) conducting Drop-Ins.

The State Consultant conducted the workshop on information and referral services delivered through a public library. She explained the various studies done documenting this need in Maryland. She emphasized that the service did not include social work or counseling and stated that the service would encourage people to use the library's services who had never used them previously.

The workshop on the techniques for interviewing agencies and organizations to be included in the file directory was conducted by the State Consultant. This included a video tape of a role play of an interviewing situation. The video tape has been developed by the Baltimore County Public Library staff for use during the development of its Information and Referral Service. The staff found the video tape extremely helpful and felt they learned a great deal from the "mistakes" made by the interviewer on the video tape. Specifically, they observed the mistake of making assumptions, the necessity for following the data collection sheet carefully, and the difference that a friendly relaxed manner can make during an interview. The second half of this workshop was devoted to role playing situations; the State Consultant and the Project Coordinator took the roles of agency administrators while the staff took turns interviewing them. While one project staff member was involved in role playing, the others commented on the manner in which that staff member conducted the interview.

The workshop on communication skills developed in the project staff members the skill of active listening and an awareness of feelings. In this workshop, the State Consultant utilized information and techniques she had acquired at an Institute conducted at the University of Pittsburgh Graduate School of Library and Information Science on the Librarian as a Learning Consultant. The project staff received a greater appreciation of the role of emotions and non-verbal communication in information exchanges. This was done through the use of several exercises, all of which are included in the series titled, Handbook of Structured Experiences for Human Relations Training, by William J. Pfeiffer and John E. Jones.

The State Consultant and the Project Coordinator met with the Community Aides to train them in the use of the file directories. The State Consultant described the procedures to be followed in delivering the Information and Referral Services and the record keeping necessary for the project. Each Community Aide received a copy of "The Interview," suggestions for conducting an information and referral interview in a library setting; this was adapted by the State Consultant and the Project Coordinator from a similar document developed by the staff of Enoch Pratt Free Library's Information and Referral Services. The Project Coordinator explained the organization of the file directory; the first section is an alphabetical arrangement by name of the agencies included and the second section is a subject index to the agency listing. The Community Aides were each asked questions requiring a brief informational answer to demonstrate for them the characteristics of the file directory's subject index - its specificity and use of vernacular terms. Each Community Aide also role played more complex questions, requiring utilization of communication skills and specific information about the agencies' services from the file directory.

During the training session on Drop-Ins, the State Consultant and the Project Coordinator went on a Drop-In with each Community Aide. Drop-Ins are regularly scheduled visits to each component of the local information networks as gas station attendants, local merchants, volunteer firemen, policemen, and ministers. They were designed to give the Information and Referral staff direct personal contact with individuals in the community who have frequent contact with the residents of the three counties. They were developed to utilize the human tendency to seek information from familiar individuals, such as relatives or friends.

During the training session on Drop-Ins, the State Consultant and the Project Coordinator explained the purpose of the Information and Referral Service to the owner of the business or the administrator of the agency. They requested these individuals to inform customers or clients about the service whenever they felt it was appropriate. The Community Aide asked permission to leave publicity flyers and brochures and to return in a few weeks to see if there have been any questions asked.

During their evaluation of the Information and Referral Service, Carolyn Luck and Robert Croneberger observed that both the project staff and the permanent library staffs consistently reported that the training they received was useful and that they had received enough training. They suggested that the project staff would benefit from more training in information gathering and the use of subject headings.

TRAINING OF PERMANENT LIBRARY STAFFS

Ms. Mary Eidleman, the State Consultant, conducted the orientation of the entire library staffs of Dorchester, Wicomico and Worcester counties. She explained that various studies done by both the Division of Library Development and Services and other state agencies in Maryland, including the Department of State Planning,

indicated a severe need for this type of service. Because of these studies, 1976-1980, Master Plan for the Development of Library Services in Maryland emphasized the development of Information and Referral Services through the public libraries in the state. She gave a brief description of urban public libraries providing Information and Referral Services as developed through the Neighborhood Information Center project and of the services given by two Maryland public library systems, Baltimore County and Cecil County. She emphasized that delivering Information and Referral Services was not social work or counseling. Essentially, the development of the file directory is the development of a reference tool by a library staff member. She alerted the staff that telephone use will probably increase substantially. She stated that the service will encourage people to use library services who have never used them previously and will give the residents of the counties greater awareness of more traditional library services.

The Project Coordinator explained that each participating library system would have an additional staff member to gather the information, to work with the agencies, and to assist with the delivery of the Information and Referral Services. Since Dorchester County is serving as headquarters for the project, all secretarial work has been handled from that library.

The library Administrators emphasized that Information and Referral Services is a natural extension of reference service and a part of every staff member's job. They acknowledged that the library staff is already delivering Information and Referral Service on a limited, informal basis and that the project would enable them to develop an in-depth information file directory which aims for total resource coverage for the counties. The Administrators emphasized that this service was available to all members of the public.

Initially hesitant about this new aspect of their jobs, the staff members became increasingly positive about the Information and Referral Service as the meetings progressed. By the conclusion of the meetings, they generally were very enthused and felt that the service would be extremely helpful. In August, 1976--after the project had been underway eleven months and the service delivery underway for five months--a Wicomico County Library staff member confided to the State Consultant, "When you told us last October what you expected us to be able to do with this Information and Referral Service, I thought to myself--Lady, you're out of your head! But you were right!"

The Community Aides assisted the Project Coordinator and the State Consultant in conducting the training sessions on the use of the file directories in each of their respective counties. Each session consisted of a description of the procedures to be followed in delivering the Information and Referral Service and of the record keeping necessary for the project. Each staff member received a copy of "The Interview," suggestions for conducting an information and referral interview in a library setting. Staff members were asked a minimum of one question requiring a brief informational answer to demonstrate for them the characteristics of the file directory's subject index. All staff members in two counties had the opportunity to role play more complex questions. These two counties, Dorchester and Wicomico, allowed two hours per staff meeting, which also allowed the staff time to ask questions. The Library Administrator in Worcester County limited the two training sessions to half an hour each, thus limiting the number of staff able to participate in role playing.

Initially hesitant when given the file directory to use during the session, the staff gradually gained more confidence during the exercises. Many were pleased to encounter information about services they had not known existed. They were concerned about handling crisis questions, i.e., emergency fuel, but these concerns have been diminished as the service delivery has gotten underway.

The evaluators, Carolyn Luck and Robert Croneberger, recommended additional training for the permanent library staffs to enable them to review the file critically. They suggested additional training in communication skills for both the project staff and the permanent library staff. They also proposed inviting representatives from various service agencies to explain their services to the staff and to give staff an opportunity to ask questions directly to agency personnel.

FILE DIRECTORY

The policy of the Information and Referral Service regarding the file directory is to include only information which is not available from other library resources. Such materials as necessary, are kept in ready reference and are not duplicated in the file. Information is included in the file directory to refer staff to specific reference tools in order to expedite the flow of information.

The file directory is divided into two sections of five by eight cards. The first section lists alphabetically by name those agencies and organizations in the three county areas with such pertinent information as the name, address, phone number, person in charge, service description, days and hours, eligibility requirements, and fees of the agency or organization. The second section is a subject index to the first section; each subject heading card lists those agencies and organizations which provide pertinent services.

The file for each county includes only those agencies and organizations which serve that county; a master file for the three counties is maintained at the project headquarters in Dorchester County.

The file directory currently includes information about 557 organizations and agencies serving Dorchester County residents, 543 serving Wicomico County residents, and 482 serving Worcester County residents.

Generally, agencies and organizations have been very positive about the Information and Referral Services; because every agency needs information and referral service to a degree, they are delighted to have the library collect and organize the information for them. However, some private organizations declined the invitation to be included in the file directory, either because their resources are so limited that they don't want their services publicized or because their membership is by invitation only. Some were vague about their purpose, did not know who their officers were, or were reluctant to disclose their membership requirements.

Updating the file directory has been done on a regular basis. When the agencies and organizations were interviewed initially, they were asked how often they should be contacted to keep the information in the file directory accurate. Their response has been indicated on their card in the file directories. The Community Aides go through the file directories on a monthly basis and contact the appropriate agencies for that month. The updating is spread throughout a 12-month period. Additional updating is done whenever contact with an agency or organization indicates that it is necessary or whenever information appears in newspapers, which are checked regularly by the project staff.

INTERAGENCY COUNCILS

The Library Administrators of the three public library systems belong to the Councils of Social Agencies in their counties. All Councils of Social Agencies have been interested in developing Information and Referral Services through the public libraries. The Wicomico County Council has been trying to develop one since 1968. The Dorchester County Council has been planning one for the past several years. Because of their interest in this service, they essentially served as the Interagency Councils for the project.

The Councils met monthly except during July and August. The Library Administrators, the Project Coordinator, and the Community Aides attended those meetings in Dorchester and Wicomico Counties to communicate the development of the Information and Referral Service and to be informed about the activities and concerns of the other agencies. In Worcester County, the Library Administrator preferred to attend those meetings without the Project Coordinator or the Community Aide.

CITIZENS' ADVISORY GROUPS

The purpose of including the Citizens' Advisory Groups in the project application was to obtain feedback from residents of the counties. Similar groups provided input to a Department of State Planning Survey which documented the need for an Information and Referral Service. Including these groups was an attempt to build on this input. However, most of the people who had been in the original groups were unable to serve--either because they had left the area or were too busy with other activities.

The groups for the different counties were established in different ways. The Wicomico County Library Board of Trustees recommended that the Council of Social Agencies appoint the members of the group and that a member of the Board serve. In

Dorchester County, the Administrator selected key people in the community who she believed would be helpful in publicizing the project and in obtaining local funding for its continuation. In Worcester County, the Board of Library Trustees decided to appoint itself the Citizens' Advisory Group.

While the Citizens' Advisory Groups in Dorchester and Wicomico counties have been very supportive of the project, they have duplicated, to a great extent, the input of the Councils of Social Agencies. Their existence has not been crucial to the success of the project.

PUBLICITY

Publicity about the Information and Referral Services was delayed until service delivery had begun, so that the publicity did not create a demand that the Information and Referral Service could not meet.

DROP-INS

Drop-Ins have been a pivotal part of publicity for the project. Project staff visited businesses and agencies in their counties, informed them about the service, and invited them to direct people asking them questions to the Information and Referral Service. Encouraging these individuals to contact the library is an unusually effective method of publicizing the Information and Referral Services. They have proven to be excellent opportunties to learn what the community thinks of the service. 355 Drop-Ins have been conducted in the three counties between April and September, 1976.

During the Drop-Ins, the Information and Referral staff explained the service and distribute the publicity flyers, brochures, posters, and telephone stickers. They answer any questions which may be asked about the libraries' other services and accept any questions which may be asked of the Information and Referral Services with the understanding that they will get back to the questionner with the answer once they have returned to the library.

The response of the people contacted during the Drop-Ins indicates that they have been extremely successful. Everyone contacted has been cooperative and has agreed to display the publicity; the majority of them have been noticeably enthusiastic about the Information and Referral Services. The project staff have visited police stations, fire departments, small businesses, restaurants, bars, and local government offices.

John Evans, the Community Aide in Worcester County, had been especially conscientious about Drop Ins because other means of publicity in that county were delayed since the Administrator was on sick leave. His diligence had unexpected benefits. The owner of the Tri-State Oil Company in Snow Hill offered to mail the flyers describing the service to his customers; a thousand people were contacted individually this way. He received other positive feedback. The manager of the Holiday Inn in Pocomoke thought the service was "a terrific idea," especially helpful for tourists. The Worcester County Office of Planning and Zoning finds it "a helpful needed resource." When the head of the Delmarva Ecumenical Agency in Worcester County was visited, he was so pleased with the service that he offered to dispense the flyers for the service to churches and pastors.

The Wicomico County Aide visited WBOC television station in Salisbury during a Drop-In; as a result, that station has been airing an editorial supporting the Information and Referral Services. WBOC broadcasts throughout the tri-county area.

PRINTED MATERIALS

Publicity posters, brochures, flyers, and telephone stickers were developed to publicize the Information and Referral Services. These have been useful in Drop-Ins. Posters are being displayed in all of the participating libraries. In Dorchester and Wicomico counties, each person checking out books is given a copy of the flyers.

Ms. Mary McNally, Administrator of the Dorchester County Public Library, has a public relations background and has assisted tremendously in the development of these. The logo was developed by a local artist and has received many positive comments. The same materials are used in the three counties; while the flyers and the posters have only the number of the individual library system, the brochures contain pertinent information about all of the library systems participating in the project.

NEWSPAPER PUBLICITY

The first newspaper publicity given to the Information and Referral Service was in the Salisbury Daily Times in Wicomico County; an article also appeared in the Salisbury Advertiser. A front page article in the Daily Banner introduced the service to the residents of Dorchester County. An article appeared in the same paper the following week commending the service on behalf of the Dorchester Citizens' Emergency Team; the service was described as "an outstanding resource." The Dorchester County Public Library also purchased three advertisements in the classified section of the Banner to publicize the service; these utilized the same logo developed for the poster,

brochures, and bookmarks.

RADIO

Ms. Ginny Young, the Community Aide in Wicomico County, was interviewed on the radio program "Party Line;" this program concentrates on items of community interests. Listeners can telephone the radio station with questions for the interviewee. "Party Line" is broadcast on WICO, which covers Wicomico County and parts of Worcester County. A thirty second radio spot is broadcast on WBOC, WICO, WJDY, and WDMV.

TELEVISION

WBOC television in Salisbury periodically presents the editorial concerning the Information and Referral Services; their broadcast area covers the three counties. The cable television station in Wicomico County regularly displays a typed notice of the service. Channel 3, the cable television station in Dorchester County, continuously scans their board which includes a bookmark publicizing the Information and Referral Service.

DELIVERY OF INFORMATION AND REFERRAL SERVICE

The first six months of the project were devoted to the organization of the service - training the staff, gathering the information and organizing the file directory, and developing the publicity.

In April, 1976, the public library staffs began recording the information and referral questions asked in the libraries; questions were considered information and referral questions if the library staffs consulted the file directories for information. Delineating the use of the file directories as the guidelines limited

the number of questions credited to the Information and Referral Services, but it gave the library staffs a necessary guideline to follow in record keeping.

The Information and Referral Service answered a total of 903 questions in the three counties from April through September, 1976. Dorchester County answered 533 of those questions, Wicomico County, 281, and Worcester County, 89. That Dorchester County answered so many more questions than the other two counties is attributable to two factors: the Dorchester County Community Aide, who is well-known in the community and whose previous position with the Cooperative Extension Service provided excellent background for this position with the Information and Referral Service; the Dorchester County Public Library's intensive community outreach program.

The greatest number of requests have been for information about community organizations, an indication that the information network in this rural area is not especially effective. These range from names of offices of specific organizations to a listing of all community organizations in the county. A sample of questions about community organizations includes:

1. What organizations have members who might be willing to volunteer at Industries for the Blind?
2. What information do you have about a kennel club in the area?
3. What information is vailable about the local Veterans Association?
4. What organizations exist for the handicapped?
5. Is there a local chapter of Easter Seals here?
6. Has the Wicomico County Council on Arts published a calendar?

7. Is there a writers' club in the area?

8. Is there a list of organizations for blacks in the county?

The miscellaneous category is the second largest; this includes directional information and tends to be a catch-all for busy staff members who know they have had a certain number of information and referral questions but have not been able to take the time to write them down. Consumer information is the third largest category of questions asked of the Information and Referral Services. It has the greatest number of questions of any of the specific subject categories. A more detailed breakdown of the types of questions by county is attached.

The staff has received a wide variety of questions through the Information and Referral Services. The following are examples of questions the libraries were able to answer because of the Information and Referral Services:

1. Where to obtain a lifeguard for the retarded?
2. Names of clubs who will sponsor beauty contest candidates?
3. Where to obtain housing for an interracial couple?
4. The availability of emergency assistance for rape victims?
5. Where are dog obedience courses offered in the area?
6. Is there a law about selling baby chicks and rabbits?
7. Is there a math tutor for a European-educated man taking a real estate course?
8. Where can emergency funds for funeral expenses for the wife of a disabled veteran be obtained?
9. Which organization can assist a woman who feels she is being unfairly treated about an FHA mortgage?

10. Is an interpreter available for a deaf mute in court?

11. Who is a newspaper reporter who would be able to do a human interest story?

12. When did the peninsula bottling company operate in Salisbury?

13. Which swimming pools in the area are open to the public?

14. Where can a collection of model boats be appraised?

Some of the agencies and organizations which have utilized the Information and Referral Services include Vietnamese refugee service, the Commissions of Aging, the Youth Commissions, the March of Dimes, the Jaycees, the Sierra Club, the Maryland Department of Natural Resources, the Dorchester Citizens' Emergency Team, and the Worcester County Office of Planning and Zoning.

PROBLEMS

POTENTIAL DUPLICATION OF SERVICES

Inherent in the development of an information and referral service is the concern on the part of some agencies that the Information and Referral Services will duplicate their activities. Most responsible public service personnel do some information and referral in their jobs. Some agencies feel that they are already providing that service. However, while they may be doing so within their specific area, they are not able to offer the service for the entire community.

Two individuals in particular were concerned that the Information and Referral Service would duplicate projects which they have underway. Mr. Wayne Howard, with the Maryland Lung Association office based in a neighboring county, was developing a

Voluntary Action Center to coordinate the activities of volunteers in the counties on the lower Eastern Shore; he was concerned about duplication because the Information and Referral Service includes information about agencies' use of volunteers. Once the scope of the project was explained to him, he realized the tremendous potential for cooperation between his project and the Information and Referral Service.

Dr. Howard Rehbach of the University of Maryland Eastern Shore was developing a critical study of social service agencies to be distributed to the public. After meeting with the Project Coordinator, he understood that the scope of the Information and Referral Service will encompass more than just the social service agencies, that its primary purpose is informational rather than critical, and that the file directory will be updated more frequently than his publication. He interviewed the social service agencies shortly before the Community Aides began interviewing them for the file directory; the critical aspect of his project and the similarity of the questionnaire created an initial reluctance on the part of some agencies to cooperate.

In both instances, the projects are narrower in scope than the Information and Referral Services and do not duplicate it.

PHOTODUPLICATION OF THE FILE DIRECTORY

Initially, the project staff planned to photoduplicate the cards for the file directories locally. However, the weight of paper necessary for the cards was not compatible with the library's photocopying machine. The Baltimore County Public Library generously agreed to contract with the project to photocopy the cards on their machine, which was specially designed for BCPL's Information and Referral Service. Increasing demands on their machine from their staff made it impossible for them to continue this. Arrangements were then made to adapt the machine at Dorchester County

Public Library for the photoduplication of the cards so that this can be handled locally. Since the photocopying is often batched, the photocopying machine broke down under the constant use and the Project Coordinator often had to depend on the photocopying equipment of the local Xerox Office. While this may seem minor, it was very time-consuming and frustrating since up-to-date information in the file directories is crucial to the efficient operation of the Information and Referral Services.

PUBLICITY

While the Information and Referral Services have received considerable favorable publicity through all types of media and outreach, the project staff and the Administrator became increasingly aware of the difficulty of conveying the concept of information and referral. Because it is not concrete and because it is something that is needed in varying degrees by people at various times, it requires a lengthy explanation and ongoing publicity. People had the most difficulty understanding the term "referral." The Administrators agreed that it would have been easier to publicize the Information and Referral Services if it had been called a Community Information Service.

FOLLOW-UP

Follow-up is a procedure during which the Information and Referral Services staff member contacts the person needing information or assistance to find out if the referral they received enabled them to obtain the necessary information or assistance. Almost no follow-up is being done in this project. The project staff and the Administrators were reluctant to do follow-up for a number of reasons: potential hostility from the agencies who might think that the libraries were checking up on how well they were doing their jobs; resentment on the part of the patrons who might

consider it an invasion of privacy. Most of the questions asked of the Information and Referral Services are such that follow-up is not warranted.

CONCLUSION

The considerable success of the Information and Referral Services for Residents of Maryland's Eastern Shore is attributable to a variety of factors: dedicated, hard-working project staff, the cooperation of the organizations and agencies in the three counties, effective publicity, thorough training for the staff, and successful integration of the Information and Referral Services into the ongoing library services. Of paramount importance is the complete commitment and dedication of the Administrators, the staff and the Trustees. The Administrators, staff, and Trustees of the Dorchester County Public Library and the Wicomico County Free Library gave the Information and Referral Services that commitment.

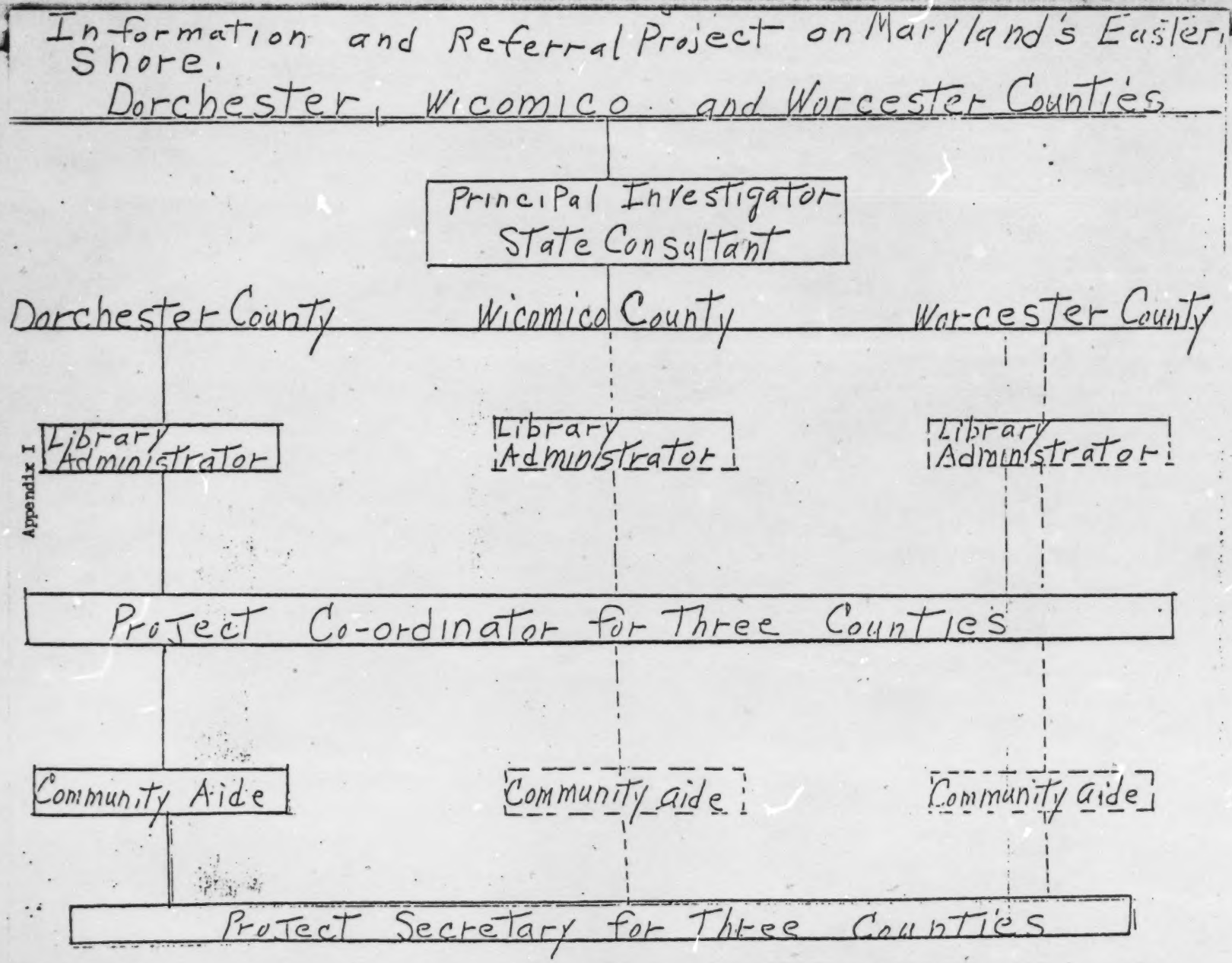
The Administrators of the Dorchester County Public Library and the Wicomico County Free Library participated fully in interviewing the applicants for the positions of Community Aide. The permanent staff members of those two library systems cooperated fully in the library training of the Community Aides.

Both the Administrators and the staff actively participated in the training sessions in the use of the file directory. They also extended themselves to assist individuals requesting information from the Information and Referral Services. They assisted markedly in publicizing the service through the media and Drop-Ins.

The Boards of Library Trustees in both these counties supported the institution of the Citizens' Advisory Groups.

The Worcester County Library was not able to demonstrate similar commitment, and in September, 1976, that library system elected to withdraw from the project. That the residents of Worcester County need and want an Information and Referral Service is indicated by phone calls from Worcester County residents to the Wicomico County Free Library since that county withdrew from the project. These people have been referred by the Worcester County Library staff. Statements of support from Worcester County agencies and from the Mayors of Snow Hill and Ocean City also indicate a need for the service. In their meeting on September 28, 1976, the members of Wicomico County's Citizens' Advisory Group went on record as "being very concerned for the citizens of Worcester County since their library dropped out of the project."

As soon as Worcester County Library withdrew from the project, they were replaced by the Caroline County Public Library which has been eager to develop an Information and Referral Service. The commitment and dedication obvious from the Administrator, the staff, and the Trustees of the Caroline County Public Library practically insures the project's success.


Information and Referral Project on Maryland's Eastern Shore.
Dorchester, Wicomico and Worcester Counties
Principal Investigator
State Consultant
Dorchester County
Wicomico County
Worcester County
Library Administrator
Library Administrator
Library Administrator
Project Co-ordinator for Three Counties
Community Aide
Community aide
Community aide
Project Secretary for Three Counties

Appendix I

Appendix II

INTERVIEW CHECKLIST FOR MEA INTERNATIONAL AND [illegible] SELECT FOR++

MARYLANDIS EASTERN SHORE

NAME OF APPLICANT _____

RATE THE FOLLOWING ON A SCALE OF one to five:

Work experience	_____
Community involvement	_____
Type of reading done regularly	_____
Awareness of community and its needs	_____
Intelligence	_____
Appearance	_____
Articulation	_____
Ability to work with others	_____
TOTAL	_____

Other comments:

Recommend consideration for employment:

Yes _____

No _____

Signature _____

Date _____

HEA INFORMATION AND REFERRAL PROJECT MONTHLY EVALUATION FORM _____

	Acceptable	Needs Improvement	Unacceptable
1. Quality of work Consider accuracy, thoroughness, and attention to detail	_____	_____	_____
2. Quantity of work Consider the amount of work and the promptness with which it is completed	_____	_____	_____
3. Dependability Consider reliability and trustworthiness when given an assignment	_____	_____	_____
4. Knowledge of library materials Consider acquaintance with print, media, and other sources of information, education, and recreation available to patrons through the library	_____	_____	_____
5. Interest and Initiative Consider the amount of interest in position and the ability to then put it into action	_____	_____	_____
6. Cooperativeness Consider ability to get along with associates and ability to carry out instructions	_____	_____	_____
7. Versatility Consider ability to perform job other than own; ability to learn new methods	_____	_____	_____
8. Public Relations Consider general conduct on job; how it reflects upon the public relations of the library	_____	_____	_____
9. Ability to work with community Consider knowledge of entire community and openness to all residents in community	_____	_____	_____
10. Appearance Consider neatness, cleanliness, appropriateness of dress to working situation	_____	_____	_____
11. Health Consider amount of sick time used	_____	_____	_____
12. Ability to communicate Consider verbal and written communication	_____	_____	_____
13. Promptness Consider observation of times set to begin and end the work day, lunch schedules, and other appointments as scheduled	_____	_____	_____

_____ _____

Project Director Date Library Director

I have seen the above evaluation _____

APPENDIX III - Forms

Interview appointment: Day:_____ Time:_____
Interviewee:_____
Interviewer:_____ Branch:_____
Notes:

DATA COLLECTION FORM

Name of Organization: _____
_____
Acronym or initials:_____
Street address:_____ Zip code:_____
_____
Telephones:_____
24 hour service: Call relay__ Answering service __ Recorded message __
__Other:_____

Principal officer Name:_____
Title:_____
Date term expires:_____

Principal persons whom clients should be directed to contact. __No specific person
Name:_____
Title:_____
Telephone:_____
Name:_____
Title:_____
Telephone:_____

Type of organization
__U.S. Gov't. __Md. Gov't. __Co. Gov't. __Community __Non-profit Corp.
__For-profit __Other:_____
Supported or funded by:_____
Parent organization:_____

Purpose & Goals (State in brief sentences what your organization hopes to accomplish &/or the reason it was formed).
_____
_____
_____
_____
_____
_____

Membership characteristics
Men only__ Women only__ Men & Women__ Individuals only__ Families only____
Individuals &/or families__ Professionals__:_____

Staff characteristics
Volunteers__. Trained?__ Supervised by professionals?__. Other__:_____
Professionals__. Specialties:_____

Office hours:_____ Days:_____
_____ Days:_____
Days:_____
Meeting hours:_____
Special service hours
Service: _____ Hours:_____ Days:_____
_____ _____ _____

Miscellaneous information

Accommodations for handicapped? _____

Parking? __Yes __No Where? __adjacent __across street __1+ blocks Free__

Languages: _____

Want/Need volunteers? __Yes __No

Brochure: AID has __ Do not produce__ Will supply to AID__

Newsletter: AID receives__ Do not produce__ Will supply to AID __

Update frequency: __1 month __3 months __6 months __1 year

Branch offices

Name	Address	Phone	Contact Person

****

SERVICES AND ACTIVITIES: DESCRIBE EACH DISTINCT SERVICE OR ACTIVITY OF YOUR ORGANIZATION IN A SEPARATE SECTION BELOW. ATTACH EXTRA SHEETS IF THERE ARE MORE THAN THREE DISTINCT SERVICES.

Service:(1) (Explain): _____

Eligibility for __Service/ __Membership (Check one. Specify below.)

Sex:_____ Age:_____ Marital Status:_____ Religious:_____

Financial:_____

Citizenship __ Membership __ Residential __: Area bounded by:_____

Other__ (Explain):_____

Application Procedure

Telephone service__ Walk-in service__ Mail__ Appointment necessary_____

Appointment preferred__ Appointment hours:_____

Written application __ Waiting list__ How long:_____

Necessary referral:_____

Necessary sponsor:_____

Dues/Fees

__No charge

Amount:_____ Includes:_____

Based on ability to pay__ Covered by Medicare__ Medicaid__ Blue Cross____

Other__ (Explain)_____

Service: (2) (Explain):

Eligibility for __Service/ __Membership (check one. Specify below.)
Sex:_____ Age:_____ Marital Status:_____ Religious:_____
Financial:_____
Citizenship__ Membership__ Residental__: Area bounded by:_____
Other __ (Explain):_____

Application Procedure:
Telephone service__ Walk-in service__ Mail__
Appointment necessary__ Appt. preferred__ Appt. hours:_____
Written application__ Waiting list__ How long:_____
Necessary referral:_____
Necessary sponsor:_____

Dues/Fees
No charge__
Amount:_____ Includes:_____
Based on ability to pay__ Covered by Medicare__ Medicaid__ Blue Cross_____
Other__ (Explain)_____

Service: (3) (Explain):

Eligibility for __Service/__Membership (Check one. Specify below.)
Sex:_____ Age:_____ Marital Status:_____ Religious:_____
Financial:_____
Citizenship__ Membership__ Residential__: Area bounded by:_____
Other__ (Explain):_____

Application Procedure
Telephone service __ Walk-in service__ Mail__
Appointment necessary__ Appt. preferred__ Appt. hours:_____
Written application__ Waiting list__ How long:_____
Necessary referral:_____
Necessary sponsor:_____

Dues/Fees
No charge__
Amount:_____ Includes:_____
Based on ability to pay__ Covered by Medicare __ Medicaid__ Blue Cross_____
Other__ (Explain)_____

TRANSFER SHEET

TYPE OF AGENCY/FUNDING:

__Federal
__State
__County
__Community
__Private non-profit
__Profit-making
__United Fund
_____

PARENT ORGANIZATION:
PERSON IN CHARGE:
CONTACT PERSON(S):

TITLE:
PHONE:

SERVICE DESCRIPTION:

DAYS & HOURS:
ELIGIBILITY:

AREA SERVED:

OBTAINING SERVICE:

FEES:

UPDATE:

CID 5.7.22.74

INFORMATION AND REFERRAL SERVICE - DROP-IN

Date: _____

Staff Member _____ County _____

Site Visited _____

Name of business/agency _____

Were people aware of Information and Referral Service?

What was the reaction to the Information and Referral Service?

Has publicity been distributed at this location?

Were any Information and Referral Service questions asked?

How many?

Remember to record questions on Call-back sheets.

Date: _____

Staff Member _____ County _____

Site Visited _____

Name of business/agency _____

Were people aware of Information and Referral Service?

What was the reaction to the Information and Referral Service?

Has publicity been distributed at this location?

Were any Information and Referral Service questions asked?

How many?

Remember to record questions on Call-back sheets.

I & R CONTACT LOG STAFF_____ WEEK OF_____ TELEPHONE CALLS IN___OUT___

DATE	CONTACT	PURPOSE OF VISIT	COMMENTS

INFORMATION AND REFERRAL SERVICE CALL BACK

Question: County _____

Name _____ Phone _____

Staff member _____ Date _____

Results:

INFORMATION AND REFERRAL SERVICE CALL BACK

Question: County _____

Name _____ Phone _____

Staff member _____ Date _____

Results:

(F)

UPDATE

Name of Organization:

Address From:
To:

Phone Number From:
To:

Officers' Names From:
To:

From:
To:

From:
To:

From:
To:

Contact Person From:
To:

Contact Person's Phone Number From:
To:

Hours From:
To:

Fees (or dues) From:
To:

Function or Policy Change or Addition:

Services offered Change or Addition:

Date:_____ Initials:_____ County_____

Please use back of card for additional updating information.

INFORMATION AND REFERRAL STATISTICAL REPORT

COUNTY Dorchester / Wicomico / Worcester — MONTH April - September, 1976 — TOTAL 903

MAJOR SUBJECT AREAS

	TOTAL
AGED & RETIREES	26
ANIMALS	11
BUSINESS/PROFESSIONAL	33
CHILDREN/CHILD CARE	15
COMMUNITY ORGANIZATIONS	159
CONSUMER SERVICES	114
EDUCATIONAL & CULTURAL SERVICES	101
EMPLOYMENT/VOCATIONS	44
ENVIRONMENTAL SERVICES	9
GOVERNMENT	61
HEALTH/MENTAL HEALTH/SEXUAL HEALTH	54
HOUSING	22
HUMAN RELATIONS/COUNSELING	16
LEGAL SERVICES	27
LICENSES, PERMITS, INSPECTIONS	15
RECREATIONS & LEISURE	45
RELIGION	8
SOCIAL WELFARE	28
MISCELLANEOUS	115

DROP-INS CONDUCTED 335

INFORMATION AND REFERRAL STATISTICAL REPORT

COUNTY Dorchester MONTH April - September, 1976 TOTAL 533

MAJOR SUBJECT AREAS

	TOTAL
AGED & RETIREES	19
ANIMALS	6
BUSINESS/PROFESSIONAL	18
CHILDREN/CHILD CARE	12
COMMUNITY ORGANIZATIONS	83
CONSUMER SERVICES	68
EDUCATIONAL & CULTURAL SERVICES	73
EMPLOYMENT/VOCATIONS	21
ENVIRONMENTAL SERVICES	8
GOVERNMENT	42
HEALTH/MENTAL HEALTH/SEXUAL HEALTH	28
HOUSING	12
HUMAN RELATIONS/COUNSELING	8
LEGAL SERVICES	13
LICENSES, PERMITS, INSPECTIONS	6
RECREATIONS & LEISURE	31
RELIGION	4
SOCIAL WELFARE	7
MISCELLANEOUS	74

DROP-INS CONDUCTED 135

INFORMATION AND REFERRAL STATISTICAL REPORT

COUNTY Wicomico MONTH April - September, 1976 TOTAL 281

MAJOR SUBJECT AREAS	TOTAL
AGED & RETIREES	7
ANIMALS	5
BUSINESS/PROFESSIONAL	11
CHILDREN/CHILD CARE	3
COMMUNITY ORGANIZATIONS	53
CONSUMER SERVICES	39
EDUCATIONAL & CULTURAL SERVICES	24
EMPLOYMENT/VOCATIONS	15
ENVIRONMENTAL SERVICES	0
GOVERNMENT	12
HEALTH/MENTAL HEALTH/SEXUAL HEALTH	14
HOUSING	10
HUMAN RELATIONS/COUNSELING	8
LEGAL SERVICES	10
LICENSES, PERMITS, INSPECTIONS	8
RECREATIONS & LEISURE	8
RELIGION	2
SOCIAL WELFARE	20
MISCELLANEOUS	32

DROP-INS CONDUCTED 88

INFORMATION AND REFERRAL STATISTICAL REPORT

COUNTY Worcester MONTH April - September, 1976 TOTAL 89

MAJOR SUBJECT AREAS	TOTAL
AGED & RETIREES	0
ANIMALS	0
BUSINESS/PROFESSIONAL	4
CHILDREN/CHILD CARE	0
COMMUNITY ORGANIZATIONS	23
CONSUMER SERVICES	7
EDUCATIONAL & CULTURAL SERVICES	4
EMPLOYMENT/VOCATIONS	8
ENVIRONMENTAL SERVICES	1
GOVERNMENT	7
HEALTH/MENTAL HEALTH/SEXUAL HEALTH	12
HOUSING	0
HUMAN RELATIONS/COUNSELING	0
LEGAL SERVICES	4
LICENSES, PERMITS, INSPECTIONS	1
RECREATIONS & LEISURE	6
RELIGION	2
SOCIAL WELFARE	1
MISCELLANEOUS	9

DROP-INS CONDUCTED 112

Appendix V

NEED AN ANSWER

INFORMATION & REFERRAL SERVICE

WE'RE HERE TO HELP YOU KNOW

dorchester county public library

228-7331